

Message Text

UNCLASSIFIED

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11

ACTION EA-14

INFO OCT-01 ADP-00 EB-11 COME-00 RSC-01 RSR-01 /028 W

----- 043304

R 090855Z AUG 73

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 5924

UNCLAS TOKYO 10185

E.O. 11652: N/A

TAGS: BEXP, JA

FOR PIEZ EA/J FROM BELLOCCHI

SUBJECT: PROGRAM FOR THE PROMOTION OF US EXPORTS

REF: A. STATE A-5481 OF 7/25/73; B. TOKYO A-670 OF 8/1/73

1. TOKYO A-670 DISPATCHED AUGUST 1, 1973 POUCH BR8812 OR POUCH K3-7979 OF AUGUST 1. IN EVENT NOT YET RECEIVED SUMMARY DESCRIBED BELOW.

A. SUMMARY: THE EMBASSY IS DELIGHTED WITH EFFORTS BEING MADE TO INCREASE EMPHASIS ON EXPORTING TO JAPAN. DEPARTMENT CAN BE ASSURED OF EMBASSY'S FULL SUPPORT IN THIS IMPORTANT PROGRAM. PRINCIPAL THRUST IN EMBASSY'S VIEW SHOULD BE TO STIMULATE TOP BUSINESSMEN IN THE US TO BECOME MORE EXPORT CONSCIOUS BY THE ADOPTION OF A HIGH LEVEL AND WELL PUBLICIZED KICK-OFF CAMPAIGN, AND THEN TO USE THEIR EXPERTISE, REPUTATION, AND ENERGY TO STIMULATE A MUCH BROADER CIRCLE OF BUSINESSMEN TO LOOK AT EXPORT PROSPECTS. AT THE SAME TIME THE GOVERNMENT WOULD ASSIST THIS ESSENTIALLY PRIVATE SECTOR EFFORT WITH PROGRAMS THAT WOULD COMPLEMENT THEM. SINCE RESOURCES ARE LIMITED, THE EMBASSY SUGGESTS THAT THE US EFFORT CONCENTRATE ON A FEW MAJOR PROGRAMS RATHER THAN TO DISSIPATE THEM IN A WIDE AREA OF PROGRAMS, EACH OF WHICH WOULD RECEIVE RATHER LIMITED ATTENTION. ENS SUMMARY OF AIRGRAM.

2. PROGRAMS EMBASSY BELIEVES MERITS SPECIAL EMPHASIS ARE:

A. INCREASE EXPORT AWARENESS.

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B. JEA PROGRAM.

C. BUSINESS VISITORS CENTERS.

D. MERCHANDISE MART

E. AMDO AND FUKUOKA

F. MAJOR CORPORATIONS.

SHOESMITH

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NNN

Message Attributes

Automatic Decaptioning: X
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Draft Date: 09 AUG 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
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Disposition Case Number: n/a
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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
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30 JUN 2005

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